Student Learning Outcomes

College of Business Administration
B.S. in Marketing

Undergraduate marketing majors will acquire high quality training in marketing that prepares them for their careers.

Students will possess core marketing fundamentals. Specifically, they will be able to:

* To understand basic marketing concepts and the role of marketing within organizations and in the marketplace.

* To understand the factors which determine markets, and market segments, and what makes a market segment a good target market.

* To become familiar with the primary tools used by marketing managers to create and implement customer-oriented marketing strategies, and how these are used to reach targeted markets.

* To understand the necessary relationships between a firm’s targeted market segment and its product, price, distribution and promotion.

* To understand how external factors (e.g. competition, culture, the economy, technology, and political and legal constraints) affect a firm's domestic and global marketing efforts.

* To recognize the importance of defining and implementing ethical standards and policies of social responsibility that will create enduring relationships between firms and their clients and work to the general benefit of society as a whole.

* To understand how to measure and evaluate marketing success.

In addition, undergraduate marketing majors will be able to successfully communicate marketing knowledge in both oral and written form.